

2023 National Small Business Week

April 30 - May 6, 2023



sba.gov/nsbw

Data Analytics for Small Businesses: How to Manage Privacy Risks

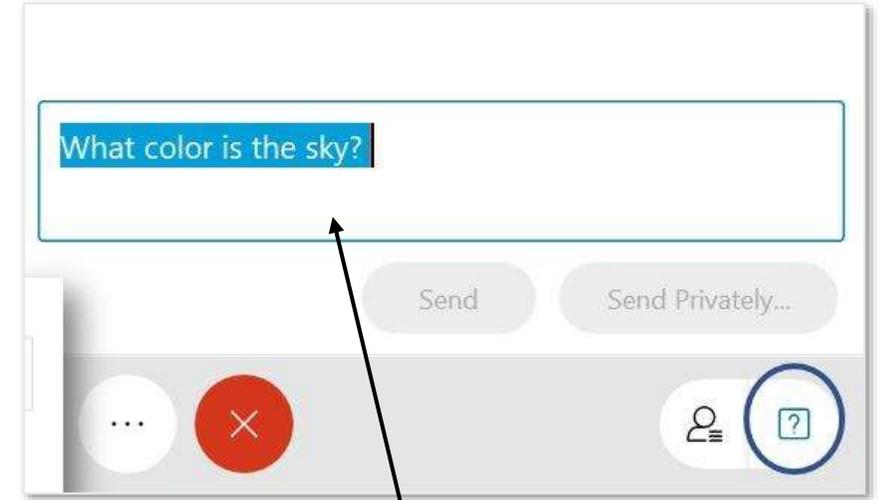
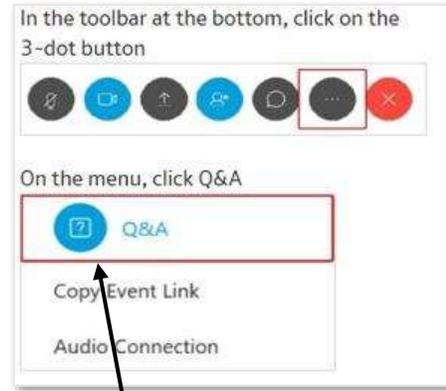
May 4, 2023



This webinar is being recorded

Submitting Questions

Please use the Q&A window to enter your questions.



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Today's Speakers



Meghan Anderson
Privacy Risk Strategist
Privacy Engineering Program, NIST



Dylan Gilbert
Privacy Policy Advisor
Privacy Engineering Program, NIST

Agenda



Photo Credit: Shutterstock

- Overview of data analytics
- Overview of privacy risk
- Privacy Risk and Data Analytics
- Tips to help meet privacy objectives
- NIST Privacy Risk Management Resources

What is Data Analytics?

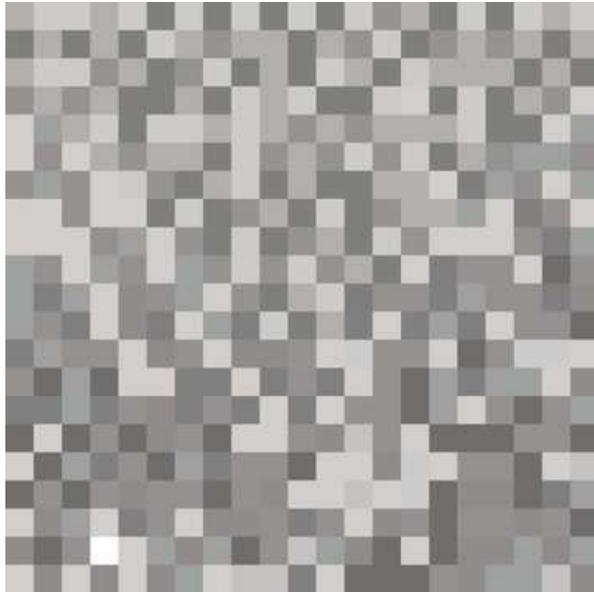


Photo Credit: Adobe Stock

Raw Data

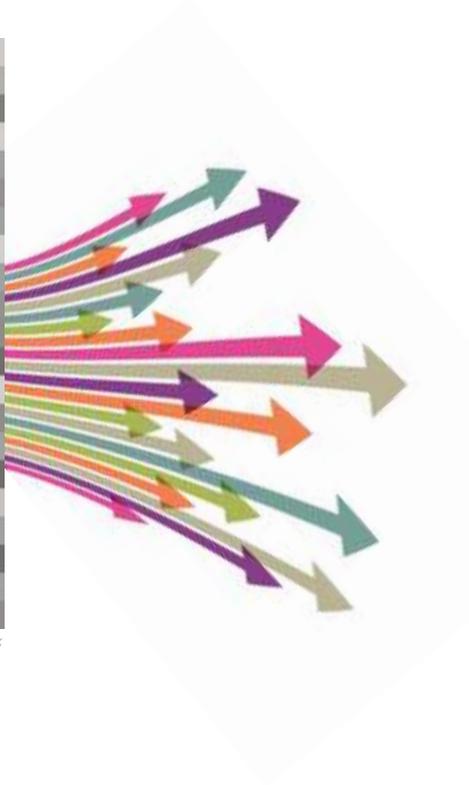


Photo Credit: New York Post

Actionable Insights

Who is Using Data Analytics?



Photo Credit: Wookieepedia

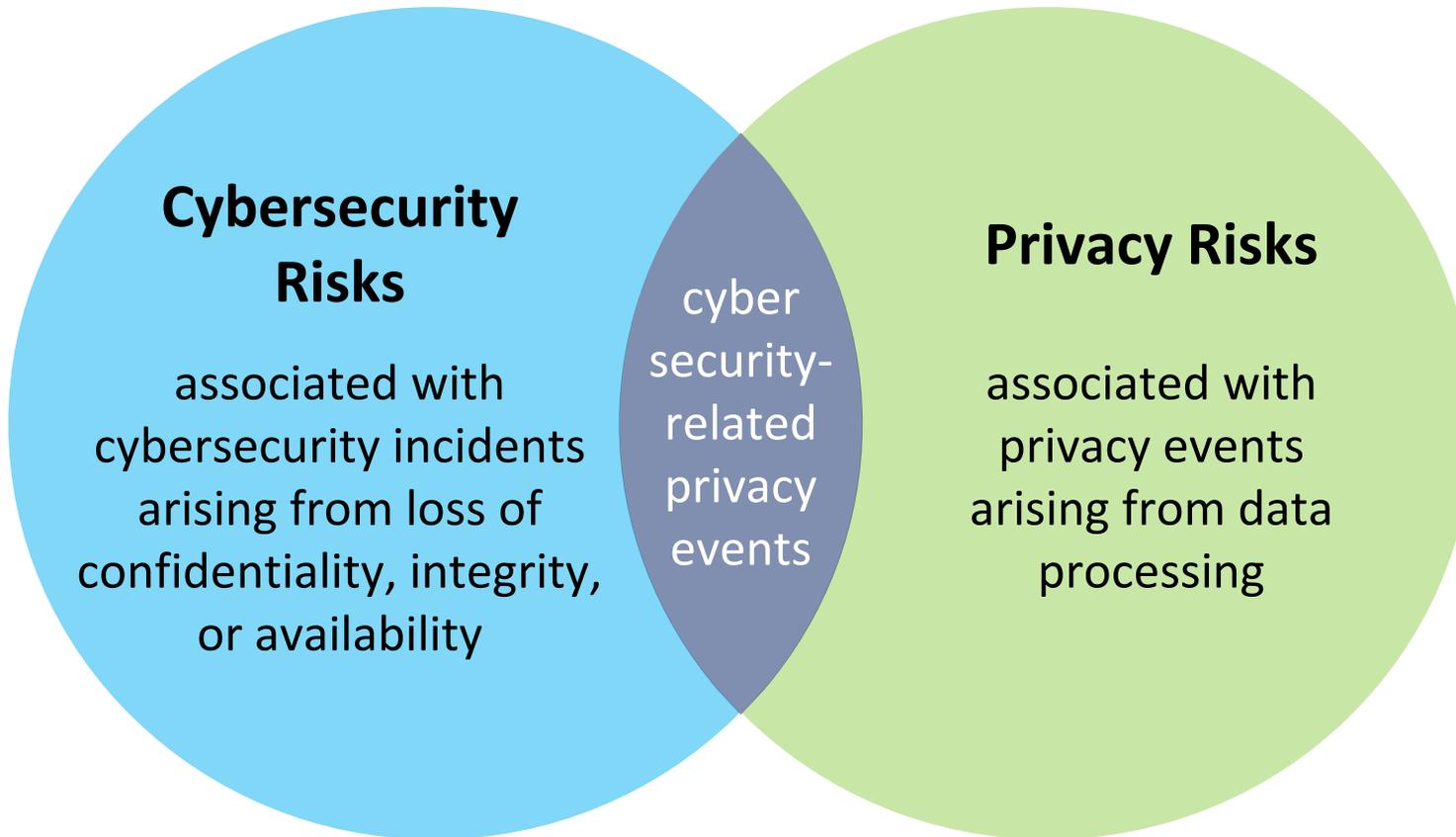
Large Organizations



Photo Credit: Star Wars Living History

SMBs

Origins of Privacy Risk



Privacy Engineering Objectives:

- Disassociability - Enabling the processing of data or events without association to individuals or devices beyond the operational requirements of the system.
- Manageability - Providing the capability for granular administration of data, including alteration, deletion, and selective disclosure.
- Predictability - Enabling reliable assumptions by individuals, owners, and operators about data and their processing by a system, product, or service.

Privacy Risk Model: The likelihood of problematic data actions, and the impact should they occur

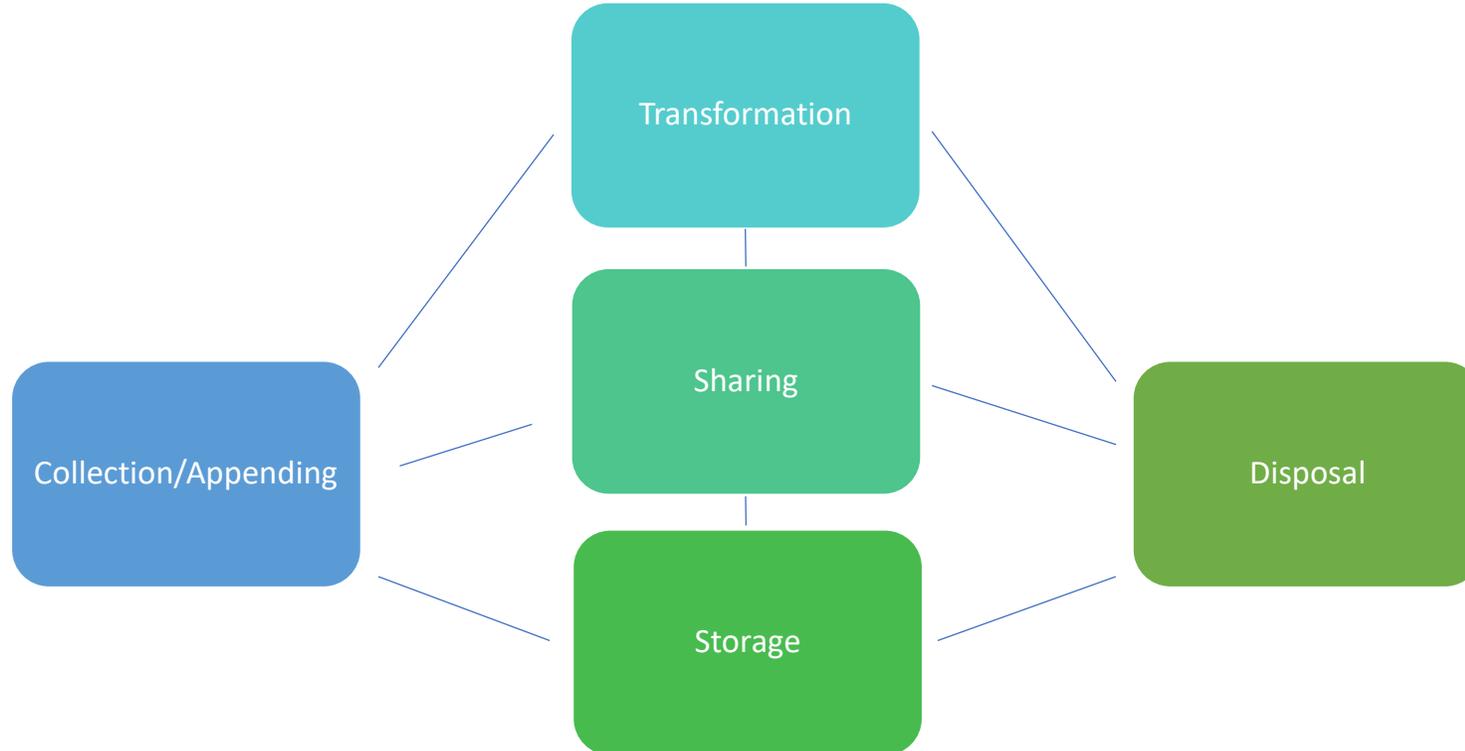
Tools:

- Privacy Risk Assessment Methodology
- NIST Privacy Framework

NIST Privacy Risk Model

Data Processing

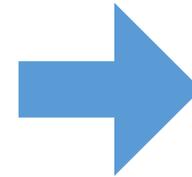
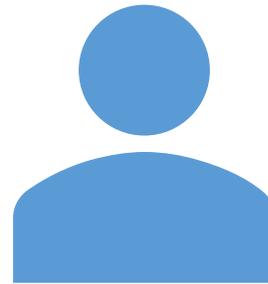
Collective set of data actions associated with data in digital and non-digital form, through the entire lifecycle



Data Analytics Example



Privacy Risk and Organizational Risk



Problem

**arises from data
processing**

Individual

**experiences direct
impact**
(e.g., embarrassment,
discrimination, economic loss)

Organization

resulting impact
(e.g., customer abandonment,
noncompliance costs, harm to
reputation or internal culture)

Data Analytics and Privacy Risk



Photo Credit: Jo Writes Stuff

Scenario



Padmé is online shopping



Small Business X sends Padmé a flyer with coupons and ads



Padmé's roommate sees the flyer in the mail

Tips When Using Service Provider(s)

Understand how service provider(s)
are using your business's data

Ask your service provider(s) about
Privacy-Enhancing Technologies (PETs)

<https://www.nist.gov/itl/applied-cybersecurity/privacy-engineering/collaboration-space/challenges>

Check out NIST Privacy Resources!



Photo Credit: gifer

NIST Privacy Risk Assessment Methodology

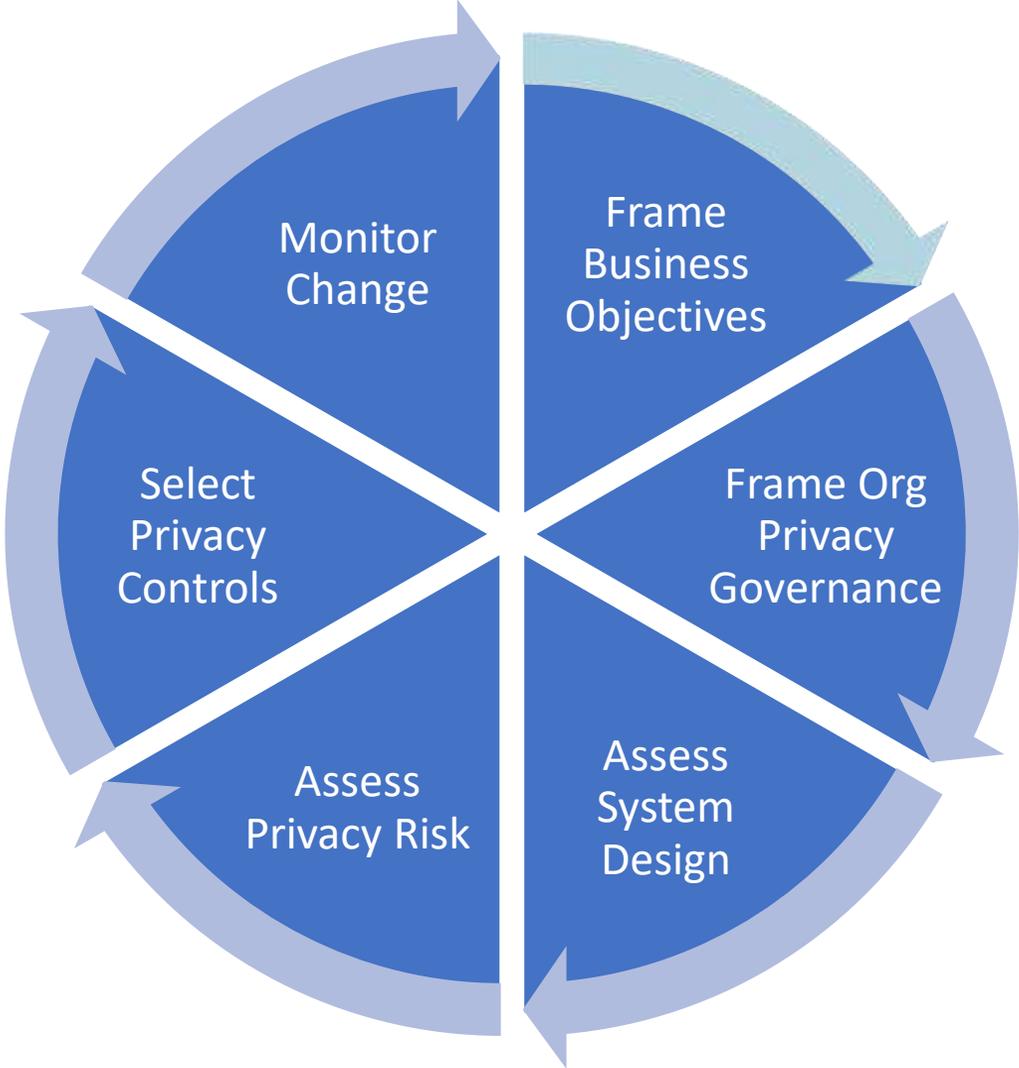


Photo Credit: Wookieepedia



The Core

provides an increasingly granular set of activities and outcomes that enable an organizational dialogue about managing privacy risk



Profiles

are a selection of specific Functions, Categories, and Subcategories from the Core that the organization has prioritized to help it manage privacy risk



Implementation Tiers

help an organization communicate about whether it has sufficient processes and resources in place to manage privacy risk and achieve its Target Profile

Privacy Framework Quick Start Guide: Example Activities

1 Ready

- ✓ Identify data being processed
- ✓ Conduct privacy risk assessment
- ✓ Determine privacy values

2 Set

- ✓ Account for privacy risks and legal obligations when deciding on system/product/service functionality
- ✓ Consider flexible system/product/service design
- ✓ Craft policies for communicating internally and externally about data processing



Photo Credit: Coming Soon

3 Go

- ✓ Prioritize target outcomes and create an action plan

More Tips to Meet Privacy Objectives

Conduct surveys and focus groups

Determine whether you are collecting, sharing, or keeping data you don't need



Photo Credit: mxdwn Movies

Vet your vendors

Additional NIST Resources



Websites

<https://www.nist.gov/itl/applied-cybersecurity/privacy-engineering>

<https://www.nist.gov/privacyframework>

<https://www.nist.gov/privacy-framework/getting-started-0/learning-center>



Mailing List

list.nist.gov/privacyframework



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Photo Credit: Tenor



Upcoming Events in 2023

- June 28: Security Segmentation for Small Manufacturers

Register Here: www.nccoe.nist.gov/get-involved/attend-events



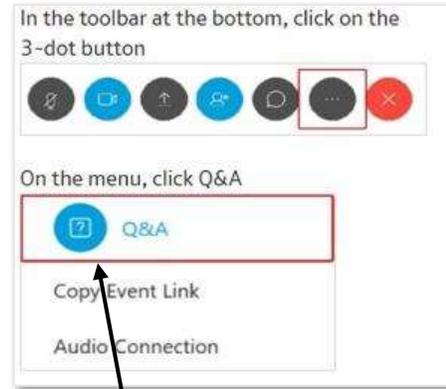
We Want to Hear From You!

- Join the Community of Interest: www.nist.gov/itl/smallbusinesscyber/about-contact-us/subscribe
- Email the team with questions or ideas: smallbizsecurity@nist.gov

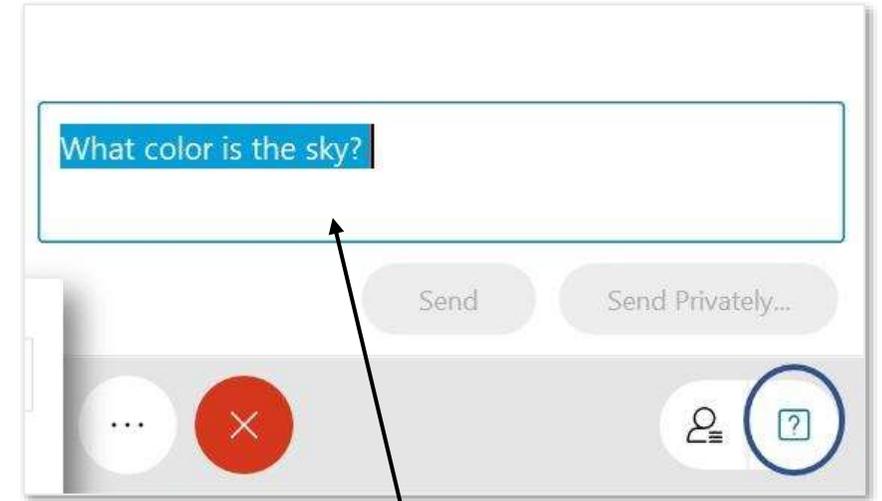
Q&A

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NIST Small Business Cybersecurity Corner



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Your resource for keeping your small business secure.

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